GOVERNMENT OF INDIA
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:986
ANSWERED ON:27.07.2001
ADVERTISEMENT BUDGET
SANJAY PASWAN

Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

(a) whether the Government have formulated any guidelines for fixing advertisement budgets of major public sector undertakings and its utilization;

(b) if so, the details thereof;

(c) whether the Government propose to reduce the advertisement expenses of the above undertakings in the interest of the country and to rationalize their advertisement budgets; and

(d) the details of the advertisement budgets and expenses incurred by the major public undertakings during the last three years?

Answer

MINISTER OF STATE(HI & PE) DR. VALLABHBHAI KATHIRIA

(a) to (d) Formulation of advertisement budget comes under the purview of Public Sector Undertakings and may largely depend upon the product profile, the competitive environment, marketing strategy of the PSU, etc.Details of advertisement budget and expenses incurred by the PSUs are not centrally maintained.